



Professional Summary

Skilled communications professional with proven experience launching and supporting products/services in the energy, non-profit and insurance industries. Proactive, personable, creative.

Experience

Dyson Expert | Dyson | Dec. 2019 – July 2020

- Promoted brand awareness, sales, and public relations in-store for Dyson.
- Top performer in sales metrics for two months straight in the Dallas/Fort Worth district.
- Performed daily duties by managing statistics, sales goals and expectations set remotely by corporate.

Marketing Intern | Apergy | June 2019 – Oct. 2019

- Researched, produced, and implemented marketing materials for Apergy's Rod Lift division.
- Created and led social media campaigns across multiple LinkedIn accounts, doubling engagement and increasing website traffic toward branded products and oil services.
- Planned and helped host multiple marketing events for 25 to 50+ customers in the energy industry, driving sales and customer awareness for Apergy.

Public Relations Intern | Youth Advocate Programs Inc. | Sept. 2018 – March 2019

- Produced materials for the use of furthering YAP's local and national goals through public relations plans, social media content and research-based documents.
- Collaborated with YAP's Fort Worth chapter to gauge what needed researching to increase brand recognition for the chapter.

Education

University of North Texas | Bachelor of Arts Degree

- Major: Public Relations/Journalism
- Minor: Political Science

Skills

- Strategic communicator that creatively conveys information verbally and in writing.
- Two-plus-years of experience in marketing, brand ambassadorship, and public relations.
- Effective marketing writing and design that stays within branding guidelines.
- Journalistic writing style that focuses on research, facts and personability.
- Extensive experience working in team-based environments and collaborating with others to accomplish goals and deadlines.
- Manages proactive leadership duties to better serve a team.
- Proficient in Microsoft Office, Adobe Creative Suite, website design, and multimedia equipment.



Visit [linkedin.com/in/prestondiaz](https://www.linkedin.com/in/prestondiaz) for additional information on my skills and experience.

